

**IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-2. (Cancelled)

3. (Currently Amended) A method for pricing a product and/or service at a website, the method comprising:

displaying, at a first website, a product and/or service for sale on the first web site, wherein the product and/or service is available for purchase in one or more configurations, and wherein the one or more configurations comprise a plurality of configurable hardware and/or software components, each configurable hardware and/or software component being associated with a first purchase price that is displayed to a user buyer;

receiving a selection from the user buyer for a plurality of configurable hardware and/or software components for configuring the product and/or service for sale;

receiving an order at the first web site directly from the user buyer for the product and/or service for sale on the first web site configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is associated with a first selling price comprised of the first purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, [[.]] and wherein the order comprises a request to purchase the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is received in response to the user buyer selecting a purchase request widget at the first website;

instructing, by the first web site in response to receiving the order, at least one web-crawler to query at least a second website for retrieving at least one competitor's pricing information for the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the web-crawler retrieves the at least one competitor's pricing information after the order has been received from the buyer;

reading, by the first website, the at least one competitor's pricing information collected from the at least second web site for the plurality of configurable hardware and/or software components that have been selected in the order received directly from the buyer;

[[.]] calculating, by the first website, a second selling price for the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer based on calculating a second purchase price for each of the configurable hardware and/or software components that have been selected by the user buyer according to a competitor's price associated with the at least one competitor's pricing information as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the second purchase price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the second purchase at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the second purchase price at the lowest profitable price; and presenting, by the first website, [[a]] the second selling price associated with the order calculated based on [[a]] the second purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, wherein the second purchase price associated with each of the configurable hardware and/or software components has been calculated based on the competitor's price.

4. (Previously Presented) The method of claim 3, wherein the selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

5. (Previously Presented) The method of claim 4, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.

6. (Previously Presented) The method of claim 3, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

7. (Original) The method of claim 6, wherein each of the first web site and the second web site are an e-commerce web site.

Claims 8-9 (Cancelled)

10. (Currently Amended) A computer program product executable by a computer, the computer program product comprising computer instructions for pricing a product and/or service at a website, the computer instructions including instructions for:

displaying, at a first website, a product and/or service for sale on the first web site, wherein the product and/or service is available for purchase in one or more configurations, and wherein the one or more configurations comprise a plurality of configurable hardware and/or software components, each configurable hardware and/or software component being associated with a first purchase price that is displayed to a user buyer;

receiving a selection from the user buyer for a plurality of configurable hardware and/or software components for configuring the product and/or service for sale;

receiving an order at the first web site directly from the user buyer for the product and/or service for sale on the first web site configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is associated with a first selling price comprised of the first purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, [(.)] and wherein the order comprises a request to purchase the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is received in response to the user buyer selecting a purchase request widget at the first website;

instructing, by the first web site in response to receiving the order, at least one web-crawler to query at least a second website for retrieving at least one competitor's pricing information for the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the web-crawler retrieves the at least one competitor's pricing information after the order has been received from the buyer;

reading, by the first website, the at least one competitor's pricing information collected from the at least second web site for the plurality of configurable hardware and/or software components that have been selected in the order received directly from the buyer;

[(.)] calculating, by the first website, a second selling price for the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer based on calculating a second purchase price for each of the configurable hardware and/or software components that have been selected by the user buyer

according to a competitor's price associated with the at least one competitor's pricing information as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the second purchase price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the second purchase at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the second purchase at the lowest profitable price; and presenting, by the first website, [[a]] the second selling price associated with the order calculated based on [[a]] the second purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, wherein the second purchase price associated with each of the configurable hardware and/or software components has been calculated based on the competitor's price.

11. (Previously Presented) The computer program product of claim 10,

selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

12. (Previously Presented) The computer program product of claim 11, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.

13. (Previously Presented) The computer program product of claim 10, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

14. (Original) The computer program product of claim 13, wherein each of the first web site and the second web site are an e-commerce web site.

15. (Cancelled)

16. (Currently Amended) A system communicatively for pricing a product and/or service at a website, comprising:

a first web site configured to display a product and/or service for sale on the first web site, wherein the product and/or service is available for purchase in one or more configurations, and wherein the one or more configurations comprise a plurality of configurable hardware and/or software components, each configurable hardware and/or software component being associated with a first purchase price that is displayed to a user buyer, wherein the first website is configured to receive a selection from the user buyer for a plurality of configurable hardware and/or software components for configuring the product and/or service for sale, and wherein the first website is further configured to receive an order directly from the user buyer for the product and/or service for sale at the first web site configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is associated with a first selling price comprised of the first purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, [[.]] and wherein the order comprises a request to purchase the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the order is received in response to the user buyer selecting a purchase request widget at the first website;

a spider, being instructed by the first website in response to the first website receiving the order, for determining on a second web site at least one competitor's price for the plurality of configurable hardware and/or software components that have been selected by the user buyer, wherein the web-crawler retrieves the at least one competitor's pricing information after the order has been received from the buyer;

a processor for calculating, a second selling price for the product and/or service configured according to the plurality of configurable hardware and/or software components that have been selected by the user buyer based on calculating a second purchase price for each of the configurable hardware and/or software components that have been selected by the user buyer according to a competitor's price associated with the at least one competitor's pricing information as follows:

in response to the competitor's price being higher than a highest price that a market will bear, set the second purchase price to the highest price that the market will bear;

in response to the competitor's price being; i) lower than the highest price that the market will bear and ii) higher than a lowest profitable price at the first web site, set the second purchase at the competitor's price;

in response to the competitor's price being lower than the lowest profitable price at the first web site, set the second purchase at the lowest profitable price; and

a price module for presenting [[a]] the second selling price associated with the order calculated based on [[a]] the second purchase price associated with each of the configurable hardware and/or software components that have been selected by the user buyer, wherein the second purchase price associated with each of the configurable hardware and/or software components which has been calculated based on the competitor's price calculated by the processor.

17. (Previously Presented) The system of claim 16, wherein the selling price is further adjusted based on information associated with the buyer of the product and/or service on the first web site.

18. (Previously Presented) The system of claim 17, wherein the information associated with the buyer of the product and/or service on the first web site includes any one of:

- a volume of the product and/or service that is being purchased by the buyer;
- a number of orders previously placed by the buyer on the first web site;
- a type of equipment owned by the buyer; and
- a classification of the buyer.



19. (Previously Presented) The system of claim 16, wherein the product and/or service having a plurality of configurations is any one of:

- furniture;
- a computer;
- a car; and
- a boat.

20. (Original) The system of claim 19, wherein each of the first web site and the second web site are an e-commerce web site.